C2700-1

Automotive News

February 24, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

SAE turnout due to reach 32,000 peak

Keynoter heralds new supplier role

It's SAE Week in Detroit, and some 32,000 of the industry's unsung heroes have gathered for the organization's annual International Congress and Exposition. Attendance is expected to be the largest in the history of the event.

There's no shortage of industry leaders on hand, but this week is for the lesser-known automotive folks—the engineers, designers, researchers who play a vital but often unheralded role in the industry.

The theme of this week's gathering in Detroit's Cobo Hall is Excellence in Engineering, a topic that will pervade the technical sessions and special events.

As the proceedings opened, attendees were told that a new day is dawning for automotive original-equipment suppliers. The speaker was Martin D. (Skip) Walker, executive vice president, Rockwell International Corp.

In remarks prepared for his keynote address, Walker predicted that the auto manufacturers' practice of using suppliers as "an overflow valve," letting them make items the auto companies either can't or won't produce themselves, soon will become a thing of the past.

"The North American automotive industry can no longer afford it," he declared.

Walker advised the OEMs to "find a supplier who knows your business so well he can pull up a chair at your next long-range product planning session—a supplier who knows more about his specific piece of business than anyone else."

As for suppliers, Martin urged them to become "sharpshooters" and go "niche-picking."

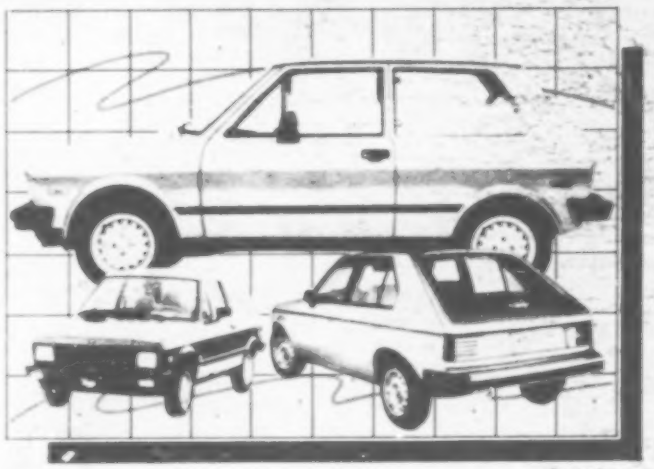
He told them: "Find yourself a special niche in this business and concentrate your best engineering minds and efforts on developing those programs, products, components, subsystems or packaged assemblies where you have a technological edge."

Addressing the annual SAE banquet Thursday will be U.S. Transportation Secretary Elizabeth H. Dole. She is expected to touch on the Excellence in Engineering theme in her address.

"I think that by fully understanding what a customer needs, and by engineering a finished product that meets his need and both easy and cost-effective ... you to manufacture, you'll find ... the profitable future business you can handle."

A "Breakfast With the Presi-

Please turn to Page 34, Col. 3



Sandra Schultz

More seek a piece of small-car pie

By Michelle Krebs
Financial Editor

The U.S. small-car market is heating up to a fever pitch that industry observers say will last through the decade.

The South Korean-built Hyundai Excel went on sale last week—the latest entry in the fiercely competitive small-car market.

Companies like Hyundai and others outside of the traditional auto-producing nations have added a new dimension to the U.S. auto industry.

More and more players, including those from South Korea, Taiwan and Yugoslavia, will be fighting—along with the U.S. and Japanese makers—for a piece of the small-car pie. And that pie is getting smaller.

At the same time, the Japanese Government has decided to extend quotas on car exports to the U.S. Observers view that decision as a signal to Japanese makers to produce more cars for the U.S. market right here in the U.S.

The universal sentiment is that there is no way for overall vehicle demand in the U.S. to absorb the supply of cars that will be coming from the traditional U.S. makers plus the new entries. The situation in the small-car segment is even more intense than in the general market.

A study by Data Resources, Inc. (DRI), shows that by 1988, retail car sales will be about 11.8 million units, while production capacity focused on the U.S. market will be 15.5 million units, an overcapacity of nearly 4 million units.

"Almost all of the 4 million is in small cars," said John Hammond, a DRI economist. "Small cars represent about half of the total market, or roughly 6 million units. There is 10 million units of small-car capacity. That means about 40 percent of the capacity will sit idle."

Like most analysts, William Pochiluk Jr., an auto analyst with Autofacts, Inc., sees the squeeze being put on the traditional U.S. producers. He predicts U.S. plant closings, with small-car plants being the most vulnerable.

In a recent report, he listed 10 vulnerable U.S. plants that may be closed (story on Page 30). The plants represent nearly 2 million units, or 18 percent of small-car capacity.

Industry observers envision intense price competition in all segments throughout the decade but even more in the subcompact and compact segments.

The first signs of price pressure came earlier this month when Chrysler Corp. announced that it was slashing the base price of its Omni/Horizon models by $710.

"That was the first crack in the wall," said Jean-Claude Gruet, auto analyst for Salomon Brothers, Inc. "The crack will become larger and the walls could come tumbling down."

Further complicating the issue now are financing incentives and lower gasoline prices.

While lower gas prices are good for the auto industry generally, they make the smaller, fuel-economical cars less desirable. Financ-

Please turn to Page 65, Col. 1

GM British bid runs into snag

By Richard Feast
European Editor

LONDON.—The sale of BL's Leyland Trucks and Land Rover Group (LRG) to General Motors is not the foregone conclusion it seemed to be only two weeks ago.

Several rival bids have been submitted, including one for an LRG management buyout led by David Andrews, BL's executive director in charge of the commercial vehicle division.

The numerous competing offers were announced against a growing chorus of anti-American sentiment, the like of which has already scuttled a proposed takeover by Ford of BL's Austin Rover Group.

Hill Samuel, the BL merchant bank, has set a March 4 closing date for all takeover proposals. Hill Samuel is the company that successfully floated Jaguar, a former BL company, on the London Stock Exchange in August, 1984.

The British Government, the only BL shareholder that matters, wants to make a decision by the end of March, though Prime Minister Margaret Thatcher has said she favors the GM-Leyland-Land Rover proposal.

The main interest seems to be in LRG. Other than GM and the group's own management, known bids are being submitted by Lonrhro, the U.K.-based trading concern with substantial vehicle distribution interests in the U.K. and Africa, and Aveling Barford, a manufacturer of heavy construction equipment which itself was once part of BL.

Leyland Bus has attracted the attention of Volvo—which has a truck and bus assembly plant in Scotland—and Aveling Barford in addition to the previously announced Laird Group.

Leyland Trucks is said to have been the subject of a proposal from another major truck maker whose identity has so far been kept secret. It was earlier thought that GM was the only likely purchaser.

The identities of those companies and other would-be purchasers have dribbled out during the past week. More are likely to

Please turn to Page 65, Col. 3

Renault tags new products for AMC

By Jean-Jacques Renaux
Staff Correspondent

NICE, France.—American Motors received two pieces of good news—a fresh endorsement from Renault Chairman Georges Besse and word that the long dryspell in bringing new products to the U.S. appears to be over.

Speaking to dealers here, Besse expressed continued support of Renault's partnership with AMC and the American auto maker's efforts to seal a deal with an Asian partner. Besse stressed that exports to the U.S. are crucial to adequate utilization of Renault manufacturing capacity in Europe.

"Our exports to AMC are very important," said Besse. "This year will again be difficult for AMC, but the increased success of our vehicles from the Jeep Division and the prospect of a new range of passenger cars which are better adapted to the U.S. market give us optimism."

Beginning next year, American Motors is counting on a substantial increase in Renault imports. AMC will begin bringing in R-21 compact models next spring and will follow a few months later

Please turn to Page 60, Col. 1

Joe Wilsons

Edsel Ford gets a first-hand account

Black dealers recall barriers

By Matt DeLorenzo
and Jake Kelderman
Automotive News Staff

NEW ORLEANS.—Fred Rhoades started as a bird dog for a dealer in Alabama in the late 1940s. At about the same time, Todd Cochran, who couldn't join the car salesmen's union in San Francisco, became a top closer for one store.

In 1969, both men realized their shared dream of becoming dealers—in the kind of Horatio Alger story NADA boasts about. The story is even more impressive because Rhoades and Cochran are black.

The Big Three now have minority dealer programs of one sort or another, but when Rhoades and Cochran broke into the business, there was little—if any—concern for minorities obtaining dealerships. The only color the manufacturers were interested in was green. If you had the money, you were in.

Yet, there were roles for blacks in the auto busi-

Please turn to Page 64, Col. 3

NEWSPAPER

Chrysler prepares product 'blizzard'

By Mary Connelly
Detroit Reporter

Chrysler Corp.'s upcoming preview of its Sundance and Shadow subcompacts will touch off a "blizzard" of product introductions planned in the next 15 months.

"Between March of this year and May of '87, Chrysler will have no less than nine new major product introductions," Chairman Lee A. Iacocca said recently. "We're going to put a lot of product out there."

Chrysler Motors President Harold K. Sperlich said the "blizzard of product" reflects Chrysler's competitive strategy.

"They're coming at us. We're going to be like the Chicago Bears and go straight at 'em with the blitz, and we're going to make them know we're around and the kind of fight they're in. We are not lying down," Sperlich told an Arizona audience recently.

Chrysler has not detailed all of the planned models.

The 1987 Plymouth Sundance and Dodge Shadow subcompacts will launch Chrysler's competitive assault, said Sperlich, who touted the cars' performance, economy and "pizzazz."

Chrysler will also begin building the Dakota truck, sized between its current full-sized pickup and imported Mitsubishi compact pickup, in April and will introduce it in midyear.

It will build about 100,000 of the medium-sized pickups.

The Dakota will be followed by the J-coupes, which Sperlich said will come out in late summer. He described the models as "intermediate, specialty, sexpot coupes."

"They're the kind of car we haven't really had," he said. "We're excited about that because it's going to open up new markets for us."

"And right behind that is our new Chrysler-Maserati which is the first child of a very proud marriage of the house of Maserati and the house of Chrysler," Sperich said.

The code-named Q-coupe will be Chrysler's first entry into the luxury coupe segment when it becomes available during the second quarter of 1987. The $25,000-$30,000 coupe is the first joint venture between Chrysler and the Italian manufacturer and an annual volume between 5,000 and 10,000 units is anticipated.

Sperlich said Chrysler's $12.5-billion five-year product and capital spending program will be used "to bring out a tremendous number of products to take on the competition." Chrysler in January increased that budget by $1 billion and said the record spending is "about double" what the corporation spent over the past five years.

New car eyed by Chrysler

By Mary Connelly
Detroit Reporter

Chrysler Corp. is negotiating to significantly increase its 3.5-percent equity stake in Maserati SpA and to develop a second car with the Italian manufacturer.

There are also plans to increase the production volume of the Chrysler-Maserati Q-coupe and for Maserati to develop additional, unspecified manufacturing programs for Chrysler.

Announcement of the plans could come within 30 to 60 days pending resolution of "a number of significant contract issues and other matters," said Howard E. Chase, secretary of De Tomaso Industries. Maserati is a 62.5-percent-owned subsidiary of De Tomaso Industries.

Initially, Chrysler had predicted annual sales of 5,000 for the luxury-sports coupe expected to be available during the second quarter of 1987. Recently, however, Chrysler officials have indicated that a production volume of up to 10,000 units was being contemplated.

Originally, De Tomaso anticipated about $500 million in revenues over a five-year period beginning in 1987 as a result of the Chrysler project.

De Tomaso Chairman in an interview with Automotive News said the production capacity exists to handle additional volume.

He said any subsequent model developed by Chrysler and Maserati would require design time and would follow the Q-coupe.

Chase declined to discuss what type of car may be under consideration for future development. The Maserati manufacturing programs for Chrysler being negotiated are in addition to Maserati's current plan to design and build a cylinder head for a Chrysler engine.

Chrysler Chairman Lee A. Iacocca and Maserati chief Alejandro De Tomaso at a January preview of the Q-coupe both indicated that additional cooperative ventures were likely.

Legend: New luxury touring sedan

Integra: The performance counterpart

Honda Legend enters high-dollar derby

By Matt DeLorenzo
Los Angeles Reporter

PALM SPRINGS.—The announcement that the Acura Legend will carry a base price just under $20,000 underscores American Honda's intention to go head-to-head with high-dollar European imports in the U.S. market.

The Legend four-door sedan is priced at $19,298 with manual transmission, $19,893 with automatic.

According to Tom Elliott, American Honda's senior vice president, two of the fastest growing segments in the market are luxury and sporty cars.Honda established its Acura Division to compete specifically in those two areas.

Initially, advertising will refer only obliquely to Honda.

The Integra, which is smaller than the Accord, represents the bottom of Acura's line. Elliott said new entries will be positioned above Integra and there may be entries above Legend in the line as well. Among projects reportedly under way are additional versions of the Legend, such as a two-door and a mid-engine two-seat sports car.

First-year sales projections put Legend and Integra at similar levels (28,000 and 30,000, respectively), but Elliott said, "The Integra will become our bread-and-butter car."

Integra prices start at $9,298.

The Japanese Government's recent extension of restraints on car exports to the U.S. for an additional year has not put a crimp in volume plans for either Honda or Acura, according to Cliff Schmillen, American Honda executive vice president.

He said output at the Marysville (Ohio) assembly plant will be increased by 70,000 units this year, from 150,00 to 220,000, with the expansion of three-door Accord production and the beginning of four-door Civic sedan output.

This will allow importation of 58,000 Japanese-produced Acuras, and also will enable the company to give several thousand more cars to Honda dealers. Schmillen said production in Ohio will exceed 350,000 units per year by 1988.

In entering the luxury-car battle, Elliott doesn't see Acura taking market share away from any particular make, but rather garnering sales from an expanding segment.

Operations are expected to begin March 27 through 60 dealers. That number will grow to 150 by the end of the year. Schmillen said the Acura dealer body will grow to 600 points by 1990 with an anticipated volume of 250,000 units per year.

In keeping with the separate identity of Acura, Honda dealers will not be allowed to dual with the new make. They will be allowed to have an Acura outlet about 10 miles from their Honda store. While the first Acura dealers hold Honda franchises, other dealers will be allowed to apply for the franchise in the future.

Honda's tag on Legend is $19,298

By Matt DeLorenzo
Los Angeles Reporter

PALM SPRINGS.—Acura's Legend, the premier car from American Honda's new division, will carry a base price of $19,298, company officials announced.

The price is $19,893 with automatic transmission. The four-door sedan is completely equipped and no options are offered.

Legend and Integra, which is Acura's second line, go on sale March 27.

Integra is offered in two body styles and trim levels—three-door and five-door hatchbacks and RS and LS trim.

Integra prices start at $9,298 for a RS three-door with manual transmission. The car is $9,788 with automatic. The RS five-door is $9,948 with manual and $10,438 with automatic.

In the LS trim level, the manual three-door is $10,593 and the automatic is $11,083. Five-door LS models are $11,343 with manual and $11,833 with automatic.

The two cars are intended to compete in the luxury and sporty-car segments of the U.S. market—two segments that Honda expects to see expand.

Legend is powered by a 151-HP, 24-valve, 90-degree V-6 engine. It rides on a 108.6-inch wheelbase and is 189.4 inches long 68.3 inches wide and 54.7 inches high. Curb weight is 3,077 pounds for the manual and 3,108 pounds for the automatic.

The Legend has an 18-gallon fuel tank.

Integra, which replaced the Quint in Honda's Japanese lineup, is between the Civic and Accord in size. The car is powered by a 1.6-liter, twin-cam, 16-valve 4-cylinder engine that produces 113 HP.

The three-door has a wheelbase of 96.5 inches. Overall length is 168.5 inches, width is 65.6 inches and height is 53 inches. Curb weight is 2,326 for manual-equipped models and 2,357 for the automatic.

The five-door is slightly bigger, with a wheelbase of 99.2 inches and an overall length of 171.3 inches. Height and width are the same as the three door. Curb weight is slightly higher at 2,390 pounds for the manual and 2,416 for automatic-equipped models.

EPA fuel economy ratings for Legend are 20 city/25 highway for the manual and 19 city/24 highway for the automatic. Integra manuals are rated at 26 city/30 highway and automatics are 25 city/31 highway.

index

Auction reports	51
Automotive World News	35
Classified advertising	52-58
Editorial page	10
Engineering	16
Obituaries	65
Production by makes	67
Truck highlights	12

60th year—No. 5115

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

DeLorean witnesses to be taped in Europe

By Michelle Krebs
Financial Editor

DETROIT.—John Z. DeLorean and an entourage of defense and government attorneys will travel to Europe to videotape testimony from witnesses who refuse to attend DeLorean's trial.

DeLorean was indicted by a federal grand jury here last fall on 15 counts, including various fraud charges. The indictment stems from financial transactions involving $17.65 million which disappeared from the defunct DeLorean Motor Co.

Federal Judge Julian Abele Cook Jr. last week granted the U.S. attorney's request to take depositions from witnesses in the U.K., the Netherlands and Switzerland.

Only one of the approximately 15 European witnesses agreed to testify at DeLorean's trial. Yet, the government attorneys argued, the case could not proceed without their testimony.

"If the government's position (as listed in the indictment) is correct," Cook ruled, "the inability of the government to take testimony of these witnesses who would tend to support the government's claims would result in a miscarriage of justice."

However, Cook ruled that the depositions must be videotaped.

DeLorean's attorney, Howard Weitzman, argued that the credibility of the witnesses is an issue and that jurors deserved to see the witnesses under fire.

"The jury has the right to watch the courtroom drama unfold," Weitzman said. "They deserve to see the witness break out into a cold sweat when I ask a few questions he wasn't expecting."

If DeLorean files a financial statement with the court showing he cannot afford the trip, the government will pay for transportation, food and lodging for DeLorean and his attorneys.

Weitzman said that DeLorean probably would file the necessary financial papers. Those papers will not be made public and will be placed under seal.

The judge will appoint a special master to travel with the group to settle legal disputes. The depositions, Cook ruled, must be taken at a U.S. embassy or consulate to guarantee DeLorean safe passage to those countries.

The trial is scheduled to begin April 7. However, it undoubtedly will be set back because of this latest development and subsequent problems that may arise.

GM critics praise air-bag decision

General Motors' harshest critics hailed the company's decision last week to offer air bags as a driver's-side option on some 1988 models.

GM did not disclose the price nor did it say on which models air bags would be available.

"It's about time," said Joan Claybrook, former head of NHTSA and now president of Ralph Nader's Public Citizen. "This is the breakthrough that we've been waiting for. GM was the biggest holdout."

Brien O'Neill, president of the Insurance Institute for Highway Safety, said, "When the world's largest auto maker makes this kind of commitment, it's obvious that air bag technology has arrived. This is very encouraging."

Clarence Ditlow, director of the Center for Auto Safety, had complained to NHTSA earlier this month that GM would use "cumbersome automatic belts with window shade retractors" as passive restraints.

Following GM's announcement, Ditlow said: "If GM genuinely gets into a competitive battle with the other manufacturers who are offering air bags, and if GM markets air bags the same way it markets air conditioning, stereos and automatic transmissions, the competitors had better watch out."

Federal law requires auto makers to have some form of passive restraint, either air bags, automatic belts or "friendly" interiors, in 10 percent of of their 1987 models. The percentage rises to 25 percent in 1988, 40 percent in 1989 and 100 percent in 1990.

That requirement can be rescinded if, by April 1, 1989, states accounting for two-thirds of the nation's population have enacted mandatory belt-use laws. The laws must be in effect by Sept. 1, 1989.

So far, Chrysler Corp. has not responded to GM's announcement. Chrysler has has indicated it may include driver-only air bags on some 1987 intermediate models.

Ford already offers air bags as an $815 option on its Tempo and Topaz models. Mercedes-Benz of North America has made them standard equipment on 1986 models.

GM Chairman Roger B. Smith made the announcement last week in a speech to the American Medical Assn.'s National Leadership Conference.

Smith said that GM was the first auto maker to design, build and sell an air-bag system. It offered the bags as an option on some full-sized and luxury cars in 1974-76.

GM had tooled to produce about 100,000 air-bag cars a year, but it sold only 10,000 in three years so it discontinued the option.

"We were the world leader in air-cushion technology," Smith said last week, "but we may have been ahead of our customers."

Smith said GM's new air-bag system "will be designed to work with—not in place of—the lap-shoulder belt, which will still be worn by the driver."

He urged the AMA to support passage of mandatory seat-belt-use laws, noting that even if new safety technologies eventually become standard equipment, it will take about 15 years for them to find their way into all cars on the road.

Smith told the doctors that GM "will continue to be in the forefront to improve and perfect" air-bag technology. He pledged that GM "will incorporate more built-in safety in each of our new automotive designs."

Correction

Because of a computing error, some days supplies of domestic models published in the Feb. 17 edition of Automotive News were wrong. The correct chart is below.

NEW-CAR STOCKS

	Feb. 1, 1986	Jan. 1, 1986	Feb. 1, 1985
Alliance	130	130	128
Encore	267	172	163
Total Renault	160	143	140
Eagle	129	102	115
Total AMC	129	102	115
AMERICAN MTRS.	156	137	136
Horizon	75	85	80
Turismo	99	86	90
Reliant	47	57	67
Caravelle	120	91	77
Plymouth	79	104	100
Total Plymouth	67	72	76
Laser	159	113	141
LeBaron K	94	102	90
LeBaron GTS	138	89	64
Cordoba	0	0	0
Fifth Avenue	97	46	89
E-Class	0	0	98
New Yorker	98	69	0
Total Chrysler	110	80	95
Omni	78	75	77
Charger	96	83	88
Daytona	108	75	122
Aries	72	63	70
Lancer	179	119	79
Dodge 400-600	0	0	0
Diplomat	71	77	93
Mirada	0	0	0
Dodge 600	129	102	93
Total Dodge	98	81	84
CHRYSLER CORP.	91	78	85
EXP	0	0	122
Escort	42	26	74
Mustang	89	79	44
Tempo	43	53	81
Taurus	38	45	0
Thunderbird	66	75	76
LTD	93	78	88
Crown Victoria	83	69	136
Total Ford Division	57	51	82
Lynx	58	45	93
Topaz	47	46	73
Sable	43	30	0
Cougar XR-7	62	76	80
Capri	169	140	101
Marquis	91	84	94
Grand Marquis	78	61	138
Total Mercury	65	61	99
Continental	77	47	56
Lincoln	49	32	62
Mark VII	63	42	81
Total Lincoln	54	36	63
Total L-M Division	62	54	90
FORD MOTOR CO.	58	52	85
Skyhawk	160	82	58
Skylark	0	0	60
Somerset Regal	75	130	53
Century	86	99	41
Regal	134	168	62
LeSabre	89	81	67
Electra	107	108	45
Riviera	87	68	52
Total Buick	98	107	55
Cimarron	100	52	77
Seville	82	64	72
Cadillac	58	54	57
Eldorado	77	61	71
Total Cadillac	63	55	63
Chevette	102	64	42
Nova	55	93	0
Cavalier	51	49	44
Citation	117	78	87
Camaro	141	105	70
Celebrity	54	69	36
Malibu	0	0	0
Monte Carlo	136	111	47
Chevrolet	152	98	74
Corvette	148	105	54
Total Chevrolet	80	75	53
Firenza	141	91	53
Omega	0	0	0
Calais	125	132	56
Cutlass Ciera	54	84	27
Cutlass Supreme	57	110	31
Olds 88	75	66	54
Olds 98	52	65	46
Toronado	73	85	60
Total Oldsmobile	66	88	41
Fiero	103	163	89
1000	78	115	57
Sunbird	44	60	67
Phoenix	0	0	1
Firebird	78	89	73
Grand Am	34	37	27
6000	50	81	41
Bonneville	65	90	72
Grand Prix	80	126	82
Parisienne	148	136	96
Total Pontiac	63	84	62
GENERAL MTRS.	75	83	52
VOLKSWAGEN	78	82	0
HONDA	13	7	24
NISSAN	26	20	0
DOMESTIC TOTAL	72	73	65
Subcompact	66	59	73
Compact	69	66	64
Intermediate	71	88	54
Standard	106	84	87
Luxury	72	62	61

'85 GM fleet sales hit 1.1 million

By Jack Walsh
Staff Correspondent

BOCA RATON, Fla.—General Motors delivered a record 1.1 million cars and trucks to fleet customers in the 1985 model year, and auto-leasing firms were a major factor in the total, GM Chairman Roger B. Smith told the 31st annual convention of the American Automotive Leasing Assn. here.

The previous high for GM fleet sales was approximately 955,000 units in the 1979 model year, and Smith predicted that 1986 will be another good year "if the right things happen in Washington."

"We might be making all the right moves in our companies, but we can be stopped dead in our tracks if the wrong moves are made in Washington," Smith said.

"If our elected officials in the capital don't mount more serious efforts to address the budget and trade deficits, they can stifle economic growth and deal a serious setback to our industry," he added.

The GM chairman said he also is looking to Washington to enact an effective tax-reform bill.

"We think tax reform will improve the efficiency of our economic system and enhance the prospects of long-term growth," he added.

Auto-depreciation rules is one area that needs improvement, Smith told the convention.

"We understand the impact of this issue on automobile sales and leasing operations," he said. "We know your concerns about it, and we look forward to working closely with AALA and other groups to get this issue resolved satisfactorily."

Smith noted that GM is aware that "we complicate life for you with our new-car incentives. We know the effect of incentives on the used-car market, how they sometimes make late-model used cars seem less attractive."

"However," he explained, "sales incentives do help keep the economy rolling, and that's important to both of us. But we do hope to get away from them."

While the used-car market has been relatively strong, Smith noted at a press conference prior to his convention address that "we are watching it closely. Manufacturers may have to resort to incentives if sales weaken because of the new-car impact on the market."

He said Saturn, which he called GM's answer to foreign competition, "will be an ideal fleet car running through the year 2000."

Smith told the convention that the industry continues to produce more-fuel-efficient cars, and he defended GM's move to get the Federal Government to roll back fuel-economy requirements to 26 MPG for 1987 and beyond.

The standard is 26 MPG for 1986 models, but it will go back to 27.5 MPG for 1987 unless tha government changes the rule.

A 26-MPG standard, Smith said, "will not increase fuel consumption, but it will avoid plant disruption and job loss. And it will preserve not only consumer choice, but also your choice of available models for leasing."

The convention was the 31st for AALA, but it was the first for John H. Fitch Jr., who became executive director early last year when the association decided to switch its headquarters from Milwaukee to Washington.

Fitch, who has served with other trade groups in Washington and who is a former White House staffer, noted that AALA is the only organization providing full-time legislative representation to the leasing/rental business in the nation's capital.

"We're on a new path, taking new directions," he told the convention. "Some of our objectives are to improve communications with members, to express complex issues in laymen's terms and to seek greater participation by members in AALA activities."

The "new" AALA, Fitch said, is planning more and broader educational programs for members and will be holding seminars on industry issues periodically throughout the U.S.

At a board meeting during the convention, AALA President Arthur Wolpert said directors approved a one-time assessment of 75 percent of member dues.

"AALA is the most positive voice on leasing in Washington," he added, "and although it's a very expensive operation, the board has decided we must be represented" there full-time.

10 dealers win tuition for '86 World Congress

Ten auto dealers selected in a drawing at the NADA convention will receive free tuition and hotel accommodations at the Automotive News World Congress, which will be held July 27-30 at the Hyatt Regency Dearborn.

The winners are: Sherwood Smith, Sherwood Smith Motors (Chrysler-Plymouth), Johnstown, N.Y.; James A. Otwell III, Andean Motor Co. (Chevrolet), Cumming, Ga., and Ronnie Carter, Ronnie Carter Pontiac-Buick-GMC Truck, Rock Hill, S.C.

Also: Al Carney, Al Carney Chevrolet-Buick, Greencastle, Ind.; Val J. Feytek, Southland Motors (Mazda-Jaguar-Isuzu-Maserati) Covina, Calif.; Frank Mims, Century Lincoln-Mercury-Honda-Saab-BMW-Merkur, Greenville, S.C., and Bill Blesener, Blesener Olds-Datsun, Minot, N.D.

Also: J.P. Thibodeaux, J.P. Thibodeaux (Oldsmobile-Honda-Cadillac), New Iberia, La.; George Bumbu, Vermillion Ford Sales, Newton Falls, Ohio, and Bob LeMieux Jr., LeMieux & Sons (Toyota), Green Bay, Wis.

From Bhagwan to block

By Louise Kertesz
Detroit Reporter

Four Rolls-Royce automobiles formerly owned by Bhagwan Shree Rajneesh and subsequently purchased by European Auto Group, of Dallas, were sold at the ITT Kruse International Auction in Boca Raton, Fla., last week.

Bob Roethlisberger and Kenneth Wincorn, European Auto Group owners, had offered eight of the exotic Rolls-Royces at the auction, but four were not sold because the amounts bid for them "were not equitable," according to a spokesman for the firm.

The cars sold and their prices were: A 1981 Camargue, mid-$60,000s; a 1982 claret Silver Spur, mid-$70,000s; a 1984 two-tone blue metal flake Silver Spur, mid-$80,000s, and a 1984 Silver Spur painted with a silver peacock-patterned lace motif on a red base, high-$80,000s.

The cars sold from the Bhagwan's former collection were all specially painted by a former commune member, Deva Peter, who now works in Dallas for Precision Automotive—a firm that does restoration work and paint jobs for the local Rolls-Royce dealership.

European Auto Group has sold 24 of the 85 Rolls-Royces that disciples originally donated to the Rajneesh Modern Car Collection Trust for the Bhagwan's personal use.

Following the Bhagwan's departure from the U.S., the Dallas firm bought the cars in the single largest Rolls-Royce deal ever. Estimates have placed the purchase price as high as $8 million.

A spokesman for the Dallas group said that ITT Kruse wanted to auction the vehicles some time ago. Roethlisberger thought "it would be a fun thing to do and he decided to go for it. He was getting a lot of calls from Florida anyway."

Roethlisberger figured that the auction would be good publicity for the collection. The event had, in fact, an "extraordinary" turnout and media coverage, the spokesman said.

The unsold Rolls-Royces will be returned to the Dallas showroom, which has been attracting potential customers every day, the spokesman said.

Automotive News appoints Flax service editor

Arthur Flax has been promoted to service editor of Automotive News. He has been assistant truck editor since joining the staff in 1984.

Flax is a graduate of the University of Maryland where he studied journalism and mechanical engineering. He worked for Transport Topics, a trucking industry publication in Washington, for four years before joining Automotive News.

Arthur Flax

As service editor, Flax succeeds Jack Walsh, who retired Jan. 1 after 28 years with Automotive News.

"We have always had a strong service section," said Andrew R. McGill, editor of Automotive News, "and I'm sure Art will carry on the high standards set by Jack Weed, Ken Kelley, Frank Gawronski and Jack Walsh."

The Very Finest!

The 1986 Cadillac Seville and a SKY-TOP® Power Moonroof.

The style and elegance of the new Cadillac Seville demand only the finest, the SKY-TOP Power Moonroof.

SKY-TOP Power Moonroof's luxurious appearance and smooth, quiet operation offer exactly what Cadillac owners expect. And SKY-TOP's extra large opening and unique design guarantee the widest viewing area with the least headroom loss.

Offering a variety of features and options, including a push-button venting system, the SKY-TOP Power Moonroof is the most versatile moonroof available.

Over 90 SKY-TOP Installers nationwide offer excellent service, backed by a 12 month, unlimited mileage, parts and labor warranty. For our brochure and the name of your nearest installer, call SKY-TOP today.

Sky-Top power moonroof

SKY-TOP® Sunroofs, Ltd.
4700 Le Bourget Dr. St. Louis, MO 63134
Phone: (314) 427-1441
Toll-Free: 1-800-327-1331 (Outside MO)

©1986

One Day Auto Lease Sales Training Seminars

TOPICS

- New Profit Opportunities
- Developing a Business & Marketing Plan
- Lease Sales Management
- Lease Selling Skills
- Shopping Lease Sources
- Lease Rate Construction
- Prospecting, Networking, and Referrals
- Telephone "The Lease Life Line"
- Selling the Lease with the Numbers
- Lease Tracking & Lease
- The Art of Credit Management
- Showroom Conversion

PROGRAM DESCRIPTION

Leasetrack has developed and produced the first controlled selling skills training and management system that is integrated with today's sophisticated brokered leasing plans.

The Leasetrack Auto Lease Sales Training Seminar will help dealership and leasing company executives, managers and sales people attain lease selling proficiency and competence. You will learn nuts and bolts, "Do's" and "How To's" in a no-nonsense management systems approach that works!

SEMINAR DATES

Columbus	Mar. 25	Marriott	Buffalo	Apr. 22	Marriott
Wash.	Mar. 26	JW Marriott	Albany	Apr. 23	Marriott
Phila.	Mar. 27	Phila. Airport Marriott	NYC	Apr. 24	Marriott

Seminar fee: $295 per person, $245 each additional person
Enrollment is limited. Register immediately.

(617) 964-5196
1-800-556-0035
(outside MA)

LeaseTrack
950 WATERTOWN STREET
W. NEWTON MA 02165

Volvo's product plans advance

Continued from Page 12

windshield and instrument panel. It can be built to one-person, as well as two-person operations.

The right side can be designed for sitting and standing. A partition is available in the middle of the cab to protect the driver from cold or rain. And there's an optional dual steering control.

The cab is 95.5 inches wide and is fully galvanized for extra corrosion protection.

Officials said they worked with leading refuse handlers to develop a vehicle that would reduce operator fatigue and labor costs.

The Xpeditor Low Entry trucks are being built in Ogden, Utah, and go into full production in April.

Officials also noted that a two-year effort to reduce the weight of Volvo's N-series trucks has resulted in a lighter chassis.

The chassis weight of the Volvo N1225 was reduced 1,660 pounds by using a higher-tensile steel, lightweight front springs, brakes and on/off road suspension, aluminum air and fuel tanks and a single fiberglass battery box.

Volvo also increased the axle capacities in its N Series. The capacity for the Volvo N1228 is now 20,000 pounds. The Volvo N10/12 axle-forward trucks now feature an 18,000-pound capacity.

Volvo N Series models are retailed through 117 dealers in the U.S. The company had wholesaled 1,479 N models by the end of 1985, and retailed 1,322 of them.

The N series was introduced in 1984 and accounted for 700 more orders than Autocar in its first year on the market, according to Gus Gustaffson, product marketing manager.

Volvo White also reduced the chassis weight of its Autocar DS64 to 14,400 pounds.

Weight reductions came from using a new frame and crossmember configuration, along with optional lightweight front frame extensions and rear suspension brackets.

Load capacity was maintained through new lightweight tapered front springs.

The Autocar is geared to mixer, dump and refuse applications.

Volvo also has a new gear-driven Flywheel Power Take-Off (PTO) to improve the efficiency and cost effectiveness of its concrete mixers, refuse collectors and other trucks using auxiliary equipment.

Designed for the Volvo N12 trucks, its Flywheel PTO is built to eliminate the need for a front-mounted PTO, which adds weight and length to the vehicle.

Volvo White chief expects major changes in Class 8

Continued from Page 12

dealers is the growth of leasing. More than one-third of full-service leasing is controlled by major lease companies, with finance leasing accounting for another 8 to 10 percent.

While dealers have the smallest portion of the leasing business, they are becoming more familiar with it and are gearing themselves more to it every day, Berggren said.

Although the U.S. is the forerunner and leader in full-service leasing, it is getting attention in other parts of the world, he added.

The company has benefited from the growth of conventional models at the expense of forward-control trucks.

The popularity of high cabovers has declined steadily since 1982 (the year Volvo introduced its conventional Integral Sleeper), while medium and long conventional sales have been increasing and are expected to continue to increase.

That helped push Integral Sleeper sales over 3,000 in 1985, a 60-percent increase. In total, Volvo White now has 11.7 percent of the medium and long conventional business.

Sales of its Autocar and Volvo construction vehicles profited from a strong resurgence in that market. They rose 60 percent last year, according to officials.

They added that the N12 model accounted for slightly more than 500 "true" construction sales in 1985, including some to the logging industry.

Volvo White's Class 7 market share is still a meager 1.6 percent, and represents a major challenge for the company. Officials said they were planning new products to increase their sales in that segment.

The company's parts sales were just under $100 million last year, an 8 percent increase over 1984.

Volvo's U.S. operation accounted for 32 percent of its worldwide truck sales last year, the U.S. being its largest and most successful truck market.

Rockwell International will supply single-reduction drive axles for Volvo Truck's new European FL614 medium/heavy 4x2 truck and tractor models.

The Rockwell P-140E axle, redesignated EV76 by Volvo for this application, will be offered as standard equipment on three models of the FL614. The axle is rated at 20,000 pounds capacity and handles the power produced by Volvo's TD61 6-cylinder turbocharged engine.

The axle will be offered initially only in Europe.

The axle features hypoid "Generoid" gearing; metric design; precision-forged differential gearing, and extended life seals.

Insurance group seeks ban on truck-brake disconnect

WASHINGTON.—All trucks should have operable front brakes, according to the Insurance Institute for Highway Safety. NHTSA requires them on new truck rigs, but its sister agency within the Department of Transportation—the Bureau of Motor Carrier Safety—allows front brakes to be removed from three-axle tractors.

In order to resolve this contradiction, IIHS has petitioned DOT to prohibit the removal of front brakes from any trucks and to require reinstalling them if they have been removed or disconnected.

IIHS also requested an education program for truckers, some of whom believe that having no front brakes helps maintain control in emergency situations.

IIHS cited its own tests along with those made by NHTSA to show that making front brakes inoperable not only adds to loss of control but increases emergency stopping distances.

For example, while passenger cars typically can make emergency stops from 55 MPH in about 135 feet, an empty tractor-trailer without front brakes can take twice as much distance, and a tractor alone without front brakes can take 2½ times as much.

As a further reason for requiring BMCS to change, IIHS cited the example of many European countries. Regulations of both the Economic Commission of Europe and the European Economic Community require not only front-axle brakes but also that front wheels lock before rear wheels.

MANUFACTURERS BY SEGMENT

	January 1986	January 1985
Light-Duty	94,710	92,042
Medium-Duty	3,070	3,536
Heavy-Duty	877	1,309
Ford Total	**98,657**	**96,887**
Light-Duty	87,542	97,795
Medium-Duty	1,477	1,560
Chevrolet Total	**89,019**	**99,355**
Light-Duty	22,409	23,269
Medium-Duty	2,476	1,884
Heavy-Duty	636	833
GMC Total	**25,521**	**25,986**

LIGHT-DUTY TRUCK SALES

	January 1986	January 1985
Vans	12,195	14,647
Aerostar	8,160	0
Club Wagon	1,965	3,274
Ranger	22,836	18,579
Bronco	3,485	4,089
Bronco II	5,984	8,823
Pickups	40,085	42,630
Ford	**94,710**	**92,042**
Vans	8,224	12,693
Sportsvan	1,020	1,924
Astro	8,853	2,700
S-10	16,049	17,345
S-10 Blazer	10,311	13,963
El Camino	2,465	1,704
Blazer	2,890	3,733
Suburban	3,276	4,497
Pickups	34,454	39,236
Chevrolet	**87,542**	**97,795**
Vans	3,952	4,809
Ram Wagon	2,047	2,876
Voyager	8,274	7,533
Caravan	8,857	7,939
Mini Ram Van	1,187	2,125
Ram 50	5,929	6,132
Ramcharger	1,340	3,171
Pickups	8,749	12,528
Chrysler	**40,335**	**47,113**
Vans	2,556	2,964
Safari	1,989	584
S-15	3,717	3,389
S-15 Jimmy	2,660	3,045
Jimmy	572	778
Caballero	321	203
Suburban	1,290	1,302
Pickups	8,937	9,257
P Model	306	1,747
W-4	61	0
GMC	**22,409**	**23,269**
CJ	4,064	2,989
Wagoneer	934	1,346
Cherokee	7,916	7,125
Grand Wagoneer	1,440	1,538
Comanche	2,818	0
J-10/J-20	165	184
Jeep	**17,337**	**13,182**
Toyota	26,889	23,909
Nissan	14,789	30,419
Mazda	8,648	7,124
Isuzu	5,591	3,032
Mitsubishi	5,929	6,132
Suzuki	2,865	0
Imports	**64,711**	**70,616**
Industry Total	**327,044**	**344,917**

*Nissan includes domestically-built units in Tennessee.

AUTOMOTIVE
WORLD NEWS

Samara: It's a whole Lada car for the ruble

By Richard Feast

Never has one of the Soviet Union's Ladas attracted so much attention as at the recent international auto show in Brussels. The occasion marked the Western debut of a new generation front-wheel-drive model that's been talked about at least five years and was expected to go into production three years ago.

Called Samara, the model was developed under the label 2108. What emerges is a modern-looking three-door hatchback, indistinguishable in profile from a dozen others except for a peculiar slotted grille.

What attracted the attention of those attending the Belgian show was Samara's price: the equivalent of $4,180. To put that into perspective, the price of a base Ford Escort in Belgium is $5,750. Even the cheapest Seat Ibiza costs $4,385, and Spanish production costs are the lowest in Western Europe. A U.S.-style Yugo 55GLS carries a $4,100 sticker in Belgium.

It's known that Samara is the recipient of Porsche engineering expertise. What isn't known is the degree of input by the West German auto company. Soviet officials insist it is a domestic design that Porsche refined and helped to pass Western safety and emission regulations. However, some European importers believe the entire engine and transmission are the work of Porsche.

Whatever the German company's input, Samara promises better dynamic qualities and levels of refinement than the rather agricultural nature of the first-generation Ladas which were based on the design of the rear-wheel-drive Fiat 124. The newborn sophistication of Samara worries Western auto makers who now face a technically competent Soviet car with a throwaway price they can't match.

Samara is now going on sale in the Soviet Union, and will be launched in Western European markets starting in June.

Initial volume will be small; 20,000 were built for the domestic launch, and the factory in Togliatti is committed to dedicating only 20 percent of its total production to the new car during the next two years. This means Samara output through the end of 1987 should total no more than 190,000. The remaining 1.25 million cars turned out at Togliatti will be old-style models.

It's assumed, however, that over the longer term Samara will become Togliatti's staple model. A five-door hatchback and four-door sedan are a little over a year away from introduction.

Given its volumes and launch plans, Samara is unlikely to have much impact on Western markets until the end of this decade. The initial aim is to return to the 120,000 annual sales level in the West that Lada enjoyed but a few years ago.

Final 1985 Western sales figures for Lada are not yet in but are estimated at 85,000. Volume has been dropping steadily for some years, partly because of the car's increasing age. Political developments in Afghanistan and Poland have not helped Lada field representatives in the West, and increasing unemployment in Europe, particularly among blue-collar workers who are Lada's main customers, reduced spending power there.

AUTOCAR

Would you buy a Samara from this man? He's Vladimir Tcherkassov, president of Scaldia-Volga, Lada importer in Western Europe.

Samara is an important element in the plan to reverse the sales decline. Equally important are the Soviet Union's declared plans to update car factories in Moscow and the Ukraine, as well as the models they produce. To this end they are discussing engine factories with Volkswagen and Renault, and production equipment with Fiat.

Precise timing of future products is difficult to predict, but it's almost certain there will be a line of three basic models by the end of the decade: the Escort-size Samara; a baby Zaz similar in size to Fiat Uno; and a Moskvich about the size of General Motors' J-car.

Each will retail for about 30 percent less than an equivalent European or Japanese model, enabling the Soviet Union to compete, in the West at least, directly with South Korean-built products.

So far, Lada has been the only Soviet car to be showcased seriously in Western Europe. Its importers there are hoping for a broader range to offer their customers. The Soviet product plans, a thawing of East-West relations following the Geneva summit and a perennial Soviet desire to earn Western currencies seem to set the stage for a more serious assault on Western markets.

Whether that assault includes the U.S. is uncertain, although Satra Corp., New York, which holds the U.S. franchise, at least in name, has 40 acres of land at the port of Savannah, Ga.

Moreover, the Soviet export organization AvtoExport is well aware of the positive American public reaction to introduction of the Yugoslavian-made Yugo in the U.S. Vladimir Tcherkassov, former head of AvtoExport and now president of its wholly owned Scaldia-Volga operation in Brussels, says, "There is no real plan to sell in the U.S. at present, but the idea is always under review."

One successful Lada importer speculates that AvtoExport would like to press ahead with U.S. exports, but is held back by apprehension over American public opinion. However, Samara will reach North America through the recently restructured Lada importer in Canada.

Samara's main thrust at the start will be in Western Europe, where Lada's market share has been falling steadily the past few years, and was about 0.8 percent last year. While complete figures for 1985 are not yet available, leading importers of Ladas in the first half were France (10,300), Belgium/Luxembourg (8,000), United Kingdom (6,600), Finland (6,000), and Netherlands and West Germany (4,500 each).

These main export markets are now gearing up for Samara's arrival and the promise of other So-

Continued on page 38

OVERSEAS PRODUCTION

FRANCE
Cars

	11 mos., 1985	11 mos., 1984
Peugeot SA	1,199,149	1,189,852
Citroen	441,657	440,643
Peugeot	732,959	679,736
Talbot	24,533	69,473
Renault	1,223,336	1,310,288
Total	2,422,485	2,500,140

Vans, trucks, buses

CBM	52	27
Iveco-Unic	96	3,586
Peugeot SA	153,219	114,835
Citroen	67,669	31,283
Peugeot	81,438	72,641
Talbot	4,112	10,911
Renault	194,511	199,639
Sovam	80	78
Total	347,958	318,165
Total vehicles	2,770,443	2,818,305

SPAIN
Cars

	11 mos., 1985	11 mos., 1984
Ford	235,315	243,978
General Motors	255,108	238,168
Peugeot SA	155,324	170,839
Citroen	66,918	92,056
Talbot	88,406	78,783
Renault	208,206	201,014
Seat	281,378	232,709
Total	1,135,331	1,086,708

Vans, trucks, buses

Enasa	8,833	9,793
Ford	10,415	6,674
PSA-Citroen	60,494	17,917
Land Rover	19,209	11,002
Mercedes-Benz	9,906	7,743
Motor Iberica	24,680	17,213
Renault	22,973	26,502
Seat	13,337	21,411
Setra	197	185
Total	170,044	118,440
Total vehicles	1,305,375	1,205,148

BRAZIL
Cars

	11 mos., 1985	11 mos., 1984
Farus	0	36
Fiat Auto	95,721	92,597
Ford	137,763	135,786
General Motors	175,529	157,318
Gurgel	37	29
Puma	0	101
Sta Matilde	73	58
Toyota	0	143
Volkswagen	285,853	268,637
Total	694,976	654,705

Vans, trucks, buses

Agrale	720	510
Fiat Auto	33,486	34,867
Fiat Cam.	112	377
Ford	39,921	35,045
General Motors	29,199	23,324
Gurgel	1,192	815
Mercedes-Benz	30,454	27,100
Puma	0	18
Scania	4,043	3,151
Toyota	2,382	2,941
Volkswagen	46,981	17,928
Volvo	3,154	1,789
Total	191,644	147,865
Total Vehicles	886,620	802,570

THE NETHERLANDS
Cars

	9 mos., 1985	9 mos., 1984
Volvo Car	68,774	71,816

Vans, trucks, buses

Bova	140	155
Daf	8,539	7,724
den Oudsten	0	19
FTF	11	22
Giraf	40	14
Scania	4,776	4,871
Spijkstaal	0	63
Terberg	83	110
Volvo Car	106	113
Total	13,695	12,978
Total vehicles	82,469	84,794

Samara

Continued from page 37

viet models later this decade. This includes privately owned importers in France and the U.K., as well as those controlled by AvtoExport and Scaldia-Volga.

Scaldia-Volga is responsible for distribution in Belgium, Luxembourg, the Netherlands and West Germany. The arrival six months ago of Tcherkassov, who established the company in 1961 and ran it for 12 years, indicates the importance placed on the new model program by AvtoExport. So does the opening of a new administration center in Brussels last year, and a new parts and import center in Antwerp two years ago.

Engelbert Wichelhausen, commercial director for West Germany — Western Europe's largest market — predicts annual sales of 22,000 Ladas by 1988; this compares with an estimated 8,300 last year.

AvtoExport also has enormous potential in two other big European markets, Italy and Spain. Because of Lada's similarity to the Fiat 124 and Spanish-built Seat 124, there were grade restrictions on its availability in those countries. Spain also protected its domestic industry by limits on imports, a practice that must wind down as full membership in the Economic Community becomes effective.

Despite Lada's heritage, design of the new breed of passenger cars emerging from the Soviet Union owes nothing to Fiat or the Italian company's former partner, Seat.

Samara has an all-new 1.3-liter single overhead camshaft engine; a 1.5-liter version will follow soon. The transversely mounted engine has an aluminum cylinder head and an electronic ignition driven directly off the camshaft. The 1.3-liter develops 65 horsepower, enough for a top speed of 92 mph and acceleration from zero to 60 mph in 14.5 seconds.

Its official fuel consumption numbers are the equivalent of 42 mpg at 56 mph, 31 mpg at 75 mph and 20.4 mpg on the urban cycle.

The car is 157.7 inches long with a wheelbase of just under 97 inches. At 1,985 pounds, it is comparatively light for a car designed to withstand the rigors of Russian roads and winters.

Front suspension uses McPherson struts. The rear axle is suspended on coil springs and located by trailing arms. Brakes are front disc/rear drum. Steering is rack-and-pinion. The 1.3-liter version has a four-speed transmission, the 1.5-liter a five-speed.

Samara is sold in Belgium with a six-year anti-rust warranty. ■

OVERSEAS REGISTRATIONS

UNITED KINGDOM

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	3,093	4,266
BL	327,955	312,054
Austin Rover	324,574	308,965
Range Rover	3,381	3,089
BMW	33,450	25,785
Daihatsu	4,567	4,779
Fiat Auto	57,537	50,202
Ford	485,620	486,971
FSO	6,158	5,419
GM-Vauxhall	303,473	282,835
Honda	18,984	18,916
Hyundai	5,159	4,989
Jaguar	8,049	7,544
Lada	15,314	15,033
Lotus	554	547
Mazda	17,172	17,505
Mercedes-Benz	18,086	14,437
Mitsubishi	11,589	10,557
Nissan	105,517	106,360
Panther	54	238
Peugeot SA	101,314	95,080
Citroen	27,479	24,562
Peugeot/Talbot	73,835	70,518
Porsche	3,438	3,114
Reliant	625	105
Renault	70,622	59,779
Rolls-Royce	710	630
Saab	8,375	8,835
Skoda	9,884	11,023
Subaru	3,815	3,673
Suzuki	3,950	3,391
Toyota	34,722	32,702
VW-Audi Group	103,877	96,603
Audi	19,989	19,713
Volkswagen	83,888	76,890
Volvo	59,549	59,072
Zastava	7,953	6,190
Others	1,243	1,013
Total	1,823,408	1,749,647

Vans, trucks, buses

BL	55,500	49,397
Austin Rover	21,928	18,772
Freight Rover	16,894	14,645
Land Rover	6,741	6,757
Leyland	9,937	9,223
Daf	3,125	2,754
Daihatsu	2,729	3,381
ERF	1,657	1,526
Fiat Auto	4,147	3,214
Foden	450	745
Ford	84,737	83,211
GM-Bedford	40,807	39,220
Hestair Dennis	675	753
Honda	3,581	3,162
Hyundai	899	1,427
Iveco	3,476	3,262
MAN-Volkswagen	11,543	10,260
Mazda	2,875	2,890
Metro-Cammell-Weymann	435	489
Mercedes-Benz	12,497	10,394
Mitsubishi	2,306	2,326
Nissan	6,247	6,101
Peugeot SA	11,902	10,363
Citroen	732	2
Peugeot/Talbot	11,170	10,361
Polski-Fiat	884	789
Renault	4,787	4,833
Scania	2,648	2,509
Seddon Atkinson	1,641	1,505
Subaru	1,763	1,730
Suzuki	2,063	1,817
Toyota	5,436	5,704
Volvo	4,860	4,948
Zastava	305	343
Others	1,246	1,377
Total	286,797	269,003
Total vehicles	2,110,205	2,018,650

ITALY (sales)

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	112,909	119,808
Austin Rover	24,465	20,641
BMW	21,028	27,498
Fiat Auto	912,414	888,192
Fiat	747,139	747,443
Lancia/Autobianchi	165,275	140,749
Ford	69,335	73,394
GM-Opel	58,204	53,263
Innocenti	14,462	17,297
Mercedes-Benz	20,030	15,010
Peugeot SA	117,927	108,886
Citroen	61,357	57,990
Peugeot/Talbot	56,570	50,896
Renault	175,052	146,455
Seat	37,089	31,213
VW-Audi Group	147,236	97,515
Audi/Porsche	18,419	18,506
Volkswagen	128,817	79,009
Volvo	17,610	21,188
Others	20,542	16,037
Total	1,748,303	1,636,363

BELGIUM

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	2,763	3,627
Austin Rover	5,218	6,138
BMW	8,383	9,051
Daihatsu	1,601	1,853
Ferrari	42	79
Fiat Auto	13,542	22,023
Ford	32,531	33,942
FSO	946	50
GM-Opel	45,281	41,378
Honda	9,097	8,917
Hyundai	449	793
Isuzu	67	105
Jaguar	318	287
Lada	13,261	13,864
Mazda	8,903	10,157
Mercedes-Benz	10,070	8,678
Mitsubishi	8,876	9,649
Nissan	14,844	14,206
Peugeot SA	52,099	48,175
Citroen	24,906	21,813
Peugeot/Talbot	27,193	26,362
Porsche	460	514
Renault	33,474	29,205
Saab	1,299	1,398
Seat	4,159	2,664
Skoda	2,973	3,250
Subaru	2,438	2,186
Suzuki	2,345	3,196
Toyota	23,215	20,714
VW-Audi Group	50,934	46,845
Audi	13,317	13,708
Volkswagen	37,617	33,137
Volvo	8,442	7,542
Wartburg	1,080	982
Zastava	514	439
Others	207	320
Total	359,831	352,227

SWEDEN

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	1,148	1,118
BMW	4,429	4,266
Daihatsu	1,498	1,049
Fiat Auto	7,192	6,922
Ford	26,571	25,539
GM-Opel	24,112	19,167
Honda	3,518	3,484
Jaguar	35	40
Lada	1,586	1,646
Mazda	12,018	10,926
Mercedes-Benz	10,271	6,270
Mitsubishi	2,485	1,814
Nissan	8,363	7,945
Peugeot SA	7,108	7,414
Citroen	3,101	3,358
Peugeot/Talbot	4,007	4,056
Porsche	455	293
Renault	2,683	2,537
Saab	27,352	29,610
Skoda	332	286
Subaru	1,552	620
Suzuki	611	9
Toyota	12,305	8,719
VW-Audi Group	31,540	26,078
Audi	11,417	6,899
Volkswagen	20,123	19,179
Volvo	71,135	62,495
Others	46	19
Total	263,033	231,121

WEST GERMANY

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	7,458	11,691
Austin Rover	6,517	6,744
Bertone	381	734
BMW	134,923	148,264
Daihatsu	8,030	6,230
Fiat Auto	97,962	102,976
Ford	233,838	271,161
GM-Opel	344,321	368,518
Honda	35,491	36,334
Isuzu	3,828	2,722
Jaguar	2,193	1,755
Lada	7,654	8,079
Mazda	61,333	61,055
Mercedes-Benz	258,269	220,319
Mitsubishi	42,407	41,952
Nissan	60,069	55,557
Peugeot SA	91,798	91,843
Citroen	34,933	36,306
Peugeot/Talbot	56,865	55,537
Pininfarina	928	704
Porsche	10,940	10,688
Renault	72,343	79,897
Saab	3,001	3,503
Seat	4,129	4,790
Skoda	2,289	1,833
Subaru	10,139	6,517
Suzuki	17,222	13,715
Toyota	57,421	49,138
VW-Audi Group	637,924	632,813
Audi	122,345	136,829
Volkswagen	515,579	495,984
Volvo	12,858	14,251
Others	2,158	1,495
Total	2,227,824	2,255,278

FRANCE

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	13,546	18,827
Aro	134	154
Austin Rover	28,709	27,151
BMW	26,111	28,032
Fiat Auto	84,974	90,241
Ford	122,375	127,526
FSO	1,358	1,951
GM-Opel	79,665	68,851
Honda	7,975	6,888
Innocenti	1,140	1,187
Jaguar	240	161
Lada	18,638	21,687
Mazda	13,705	12,232
Mercedes-Benz	19,279	17,259
Mitsubishi	3,220	3,255
Nissan	14,972	13,409
Peugeot SA	557,260	534,286
Citroen	208,362	207,600
Peugeot/Talbot	348,898	326,686
Porsche	1,258	1,272
Renault	467,857	504,804
Saab	1,392	1,105
Seat	20,429	15,491
Skoda	2,935	3,599
Toyota	11,392	10,895
VW-Audi Group	101,610	88,762
Volvo	16,366	14,338
Zastava	1,524	1,379
Others	472	266
Total	1,618,536	1,615,008

AUSTRIA

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	2,035	2,556
BMW	7,110	7,729
Daihatsu	740	690
Fiat Auto	13,149	14,453
Ford	23,283	21,033
GM-Opel	31,286	25,804
Honda	4,603	3,912
Lada	1,566	1,381
Mazda	20,159	20,236
Mercedes-Benz	8,620	6,602
Mitsubishi	4,721	4,401
Nissan	11,716	10,237
Peugeot SA	15,061	13,812
Citroen	6,356	5,932
Peugeot/Talbot	8,705	7,880
Porsche	445	444
Renault	9,840	9,671
Saab	324	403
Seat	1,172	722
Skoda	1,093	1,096
Subaru	3,272	2,362
Suzuki	1,239	1,292
Toyota	11,809	8,889
VW-Audi Group	49,664	38,826
Audi	9,735	7,298
Volkswagen	39,929	31,528
Volvo	3,314	3,258
Others	527	351
Total	226,712	201,165

DENMARK

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	415	247
Austin Rover	325	258
BMW	3,445	2,325
Dacia	718	850
Daihatsu	2,670	1,821
Fiat Auto	7,068	7,032
Ford	22,749	21,558
FSO	1,750	1,275
GM-Opel	24,601	17,845
Honda	1,796	1,332
Jaguar	32	30
Lada	3,452	3,929
Mazda	13,363	11,724
Mercedes-Benz	1,053	828
Mitsubishi	2,658	1,676
Nissan	7,542	6,772
Peugeot SA	9,151	8,699
Citroen	6,170	5,425
Peugeot/Talbot	2,981	3,274
Renault	1,196	605
Saab	1,666	1,633
Seat	647	0
Skoda	3,787	6,494
Subaru	278	156
Suzuki	488	139
Toyota	18,112	14,279
Trabant	25	93
VW-Audi Group	10,643	8,677
Audi	863	472
Volkswagen	9,780	8,205
Volvo	6,001	5,224
Wartburg	1,149	5,224
Zastava	1,648	732
Others	10	9
Total	148,438	127,530

SWITZERLAND

Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	5,371	7,074
AMC	137	123
Austin Rover	2,105	1,966
Bertone	174	243
BMW	9,546	11,136
Daihatsu	983	926
Ferrari	190	166
Fiat Auto	17,500	19,399
Ford	18,460	20,631
GM-Opel	30,700	32,679
Honda	6,666	7,491
Isuzu	480	440
Jaguar	383	389
Maserati	165	282
Mazda	6,270	7,671
Mercedes-Benz	6,104	5,126
Mitsubishi	7,117	7,413
Nissan	9,367	8,459
Peugeot SA	19,423	20,144
Citroen	7,305	8,639
Peugeot/Talbot	12,118	11,505
Pininfarina	276	264
Porsche	1,260	1,312
Puch	100	96
Renault	14,512	12,773
Rolls-Royce	60	91
Saab	1,092	1,159
Seat	1,778	0
Skoda	87	160
Subaru	8,896	5,759
Suzuki	3,090	2,999
Toyota	15,325	15,170
VW-Audi Group	38,326	36,616
Audi	12,166	9,088
Volkswagen	26,160	27,528
Volvo	4,357	5,339
Others	313	185
Total	230,449	233,681

IRELAND

Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	150	307
Austin Rover	3,543	2,844
BMW	455	375
Daihatsu	459	6
Fiat Auto	2,733	4,164
Ford	10,398	11,544
GM-Opel	7,402	7,635
Honda	621	9
Isuzu	60	0
Jaguar	37	14
Lada	35	0
Mazda	1,239	1,113
Mercedes-Benz	354	282
Mitsubishi	730	0
Nissan	5,241	4,772
Peugeot SA	1,723	2,416
Renault	4,023	4,531
Saab	154	184
Skoda	125	0
Subaru	92	0
Suzuki	387	0
Toyota	9,924	8,564
VW-Audi Group	4,248	2,751
Volvo	997	859
Others	515	419
Total	55,649	52,789

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Feb. 26—10:30 AM—Giant "SOLD" Sale 9:30 AM buffet breakfast
Feb. 27—Thurs., 5 PM—Semi-monthly Fleet & Lease Sale. Complimentary buffet served at 4 PM.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N.J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

factories list auction dates

American Motors

Feb. 25—D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Feb. 26—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, Ohio

Feb. 27—Evansville Auto Auction, Evansville, Ind., and Northway Exchange Auto Auction, Clifton Park, N.Y.

Chrysler Corp.

Feb. 25—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

Feb. 26—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Feb. 27—Fredricksburg Auto Auction, Fredericksburg, Va.

Feb. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 4—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 5—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

March 6—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, (tentative), Indianapolis

March 7—Concord Auto Auction, Acton, Mass.

March 11—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Sante Fe Springs, Calif.

March 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 13—Fredericksburg Auto Auction, Fredericksburg, Va.

March 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Feb. 25—South Seattle Auto Auction, Kent, Wash.

Feb. 26—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

Feb. 27—Baltimore Washington Auto Exchange, Baltimore, and Big H Auto Auction, Houston

March 4—Harrisonburg Auto Auction, Harrisonburg, Va.

March 5—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

March 6—Skyline Auto Exchange, Inc., Fairfield, N.J., and Nashville Auto Auction, Nashville

March 12—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

March 13—Dallas Auto Auction, Grand Prairie, Tex.; Arena Auto Auction, Chicago; Southwest Auto Auction, Phoenix, and Atlanta Auto Auction, Red Oak, Ga.

General Motors

Feb. 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 27—Arena Auto Auction, Chicago

March 4—Dallas Auto Auction, Grand Prairie, Tex.

March 5—Hatfield Auto Auction, Hatfield, Pa., and Atlanta Auto Auction, Red Oak, Ga.

March 6—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Aptco Auto Auction, Taylor, Mich.

March 11—Florida Auto Auction of Orlando, Ocoee, Fla., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

Feb. to date	$4,797
Month ago	$4,833
Year ago	$4,794

Model Breakdown
Auction Averages

	FEB., 1986	JAN., 1986	DEC., 1985
1986	$10,461	$8,769	
1985	$8,654	$8,509	$9,839
1984	$6,117	$5,943	$6,514
1983	$5,204	$5,206	$5,594
1982	$4,115	$4,136	$4,507
1981	$3,235	$3,163	$3,474
1980	$2,519	$2,402	$2,694
1979	$2,407	$1,954	$2,207
Overall Average	$4,797	$4,651	$4,559

Borg-Warner lists 3 moves in auto operations

TROY, Mich.—Three major management moves have been announced by Borg-Warner Automotive, Inc.

Golden E. Hullinger has been promoted to vice president—Borg-Warner Automotive, with responsibility for worldwide business development, marketing and advanced engineering.

Hullinger previously had been vice president—general manager, Climate Control Systems and president, Warner Ishi Corp., a joint venture.

Frederick E. Lueck, vice president—marketing/advanced engineering, announced his retirement, effective April 1.

Lee M. Gardner has been promoted to vice president—general manager, Borg-Warner Automotive Transmission Systems in Muncie, Ind.

He had been vice president—manufacturing operations at the Transmission & Engine Components Unit of Borg-Warner Automotive.

MVMA undertakes study of side-impact collisions

DETROIT.—An intensive study of side-impact collisions—the cause of one of every four traffic deaths—has been launched by the MVMA.

MVMA said that while the three-point safety belt is the best system to protect occupants from death or serious injury in a side-impact collision, manufacturers recognize that many people still do not wear their belts.

"These tests, at a cost of nearly $1 million, are in addition to the ongoing research work by our member companies and by the NHTSA," said MVMA President Thomas H. Hanna. MVMA's program involves two procedures:

1. A moving barrier test uses a barrier with a honeycombed aluminum front facing the side of an off-the-assembly-line standard sedan. The car is stationary. The barrier inflicts damage to the car, reflecting what occurs when one car is hit by the front end of another vehicle.

A special dummy, developed by NHTSA, is in the front seat. Instrument readouts of the dummy are analyzed to predict type and severity of injuries that would occur to a person.

2. A ram-like device strikes an interior component like a door or a window pillar. Mechanical readouts from the "ram" indicate the potential for injuries to an occupant.

A major benefit of this test is that it can be employed long before a complete vehicle prototype is available, MVMA said. That means designs can be tested, changed, retested and changed again during the development of a new car.

Hanna said the MVMA activity already has provided manufacturers with data that has been used for better side-impact protection.

"One example of the benefit of these procedures is a new door-hinge design one manufacturer has developed that reduces the likelihood of a door breaking loose in an accident," he said.

Hanna added that the tests also sparked changes in door welding spots.

Contractors performing the tests for MVMA are MGA, Inc., Akron, N.Y.; Calspan Corp., Buffalo, and the Transportation Research Center, East Liberty, Ohio.

"As this program continues, we expect to learn more and more about how passenger protection can be improved with energy-absorbing materials and body structural changes in the car," Hanna said.

"We believe the tests will help provide automotive designers with better tools to evaluate the safety performance of their products in the real world of side-impact accidents."

Potter named to EPA post

WASHINGTON.—J. Craig Potter, a former Interior Department official in charge of clean air programs within the nation's park system, has been confirmed by the Senate as EPA assistant administrator for air and radiation.

Potter's division has responsibility for setting and enforcing emission standards for cars and trucks as well as other mobile sources of emissions.

Potter left the government in July, 1985, to become acting executive secretary of the National Fish and Wildlife Foundation.

AMC Eagle up $117; tinted glass standard

SOUTHFIELD, Mich.—American Motors has made tinted glass standard on its four-wheel-drive Eagle models and has raised prices $117. That was the price of tinted glass as an option.

New prices effective March 3 are: Eagle four-door sedan, $10,836; Eagle 4-door wagon, $11,606; Eagle Limited 4-door wagon, $12,296.

Tips offered on marketing in California

LOS ANGELES.—California marketing has to be executed in California to be successful, a veteran of the state's marketing wars told a group of auto writers here.

Vic Olesen, of Vic Olesen & Partners, an agency handling Chevrolet's advertising here, told the West-Coast chapter of the International Motor Press Assn.:

"I stand before you as the 500th car representative from Detroit" in the California marketing campaigns. "People have been sent out here for 20 years because California wouldn't conform with the rest of the car-buying nation."

Oleson listed the key elements in the success of West-Coast programs: "You have to organize it from California. You have to have the proper organization. It has to be a well-coordinated effort with a methodology and you have to have an appropriate and flexible budget commitment."

Working with Chevrolet, Olesen said the California effort has to fold in between the national spillover and dealer association advertising. The most important element, according to Olesen, is to stress the individual nameplates.

"The perception out here is that Chevrolets are fairly dull, Midwest cars, the kind of things they (transplanted Californians) left behind," he said.

While the initial efforts have been on Camaro, Celebrity and Cavalier, Olesen said Chevrolet's program will begin focusing more on Sprint, Spectrum and Nova.

Unlike the national Nova campaign, which is moving away from the Best of Both Worlds theme, Olesen said the California program is highlighting the fact that the car is being built by the joint venture within the state.

In highlighting Sprint and Spectrum, Olesen said his agency has just completed an ad for the Sprint that underscores the fact that the car has the highest EPA rating.

—MATT DELORENZO

GM may build plastic minivan at Framingham

General Motors is eying its Framingham (Mass.) assembly plant as the likely assembly point for a new front-wheel-drive minivan, according to sources.

Although GM would not comment officially, reports indicate that Framingham is the top candidate to land the minivan for 1988.

Plans are to build the plastic-body van at a 60-per-hour rate, putting two-shift annual capacity at about 230,000 vehicles. Production could start in late 1987 or early 1988. Framingham would be the sole source of the new van.

A $240 million basecoat/clearcoat automated paint facility is under construction on a 450,000-square-foot site adjacent to the Framingham facility. Completion is expected by August, 1987.

Framingham presently produces two GM A-body cars, Chevrolet Celebrity and Oldsmobile Cutlass Ciera. The A-body platform will be used as the base for the new minivan. Both Chevrolet and Pontiac are expected to market versions of the vehicle.

—DAVE ZOIA

Production Page

U.S. CAR	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
AMERICAN MOTORS	2,250	0	0	2,250	11,494	5,073
Renault Total	2,250	0	0	2,250	11,494	5,073
Alliance	1,950	0	0	1,950	7,273	4,328
Encore	300	0	0	300	4,221	745
CHRYSLER CORP.	29,400	25,988	30,960	89,773	183,164	226,326
Plymouth Total	7,800	7,923	8,025	23,824	53,348	62,802
Horizon	2,900	2,749	2,968	8,951	18,496	22,945
Reliant	3,300	3,608	3,586	10,360	23,405	28,465
Caravelle	1,400	1,201	1,212	3,798	8,909	9,570
Gran Fury	200	365	259	715	2,538	1,822
Chrysler Total	11,200	8,227	11,665	33,697	62,819	83,837
LeBaron	2,600	2,188	2,838	8,116	17,474	20,506
LeBaron GTS	2,500	1,643	2,528	7,541	9,861	18,075
Laser	1,000	778	1,120	3,222	7,660	7,879
New Yorker/E-Class ...	1,500	1,449	1,457	4,381	10,360	11,456
Fifth Avenue	3,600	2,169	3,722	10,437	17,464	25,921
Dodge Total	10,400	9,838	11,170	32,252	66,997	79,687
Omni	3,000	2,746	3,178	9,290	19,700	23,335
Aries	2,800	2,557	3,027	8,259	17,978	19,143
Daytona	1,000	1,092	986	2,984	7,021	7,615
Dodge 600	1,600	1,599	1,569	4,835	11,119	12,309
Lancer	1,650	1,165	1,860	5,547	7,263	13,888
Diplomat	350	679	550	1,337	3,916	3,397
FORD MOTOR	38,604	35,962	32,952	110,493	283,669	259,899
Ford Division	26,352	24,197	22,381	75,243	185,617	176,096
Escort	8,890	5,649	7,727	25,497	51,390	59,593
Mustang	4,343	3,205	3,978	12,525	25,603	30,150
LTD	0	5,138	0	0	36,946	0
Taurus	5,456	0	2,976	13,518	0	28,006
Thunderbird	3,649	5,955	3,623	10,960	32,324	26,861
Crown Victoria	0	0	0	0	7,122	0
EXP	0	257	0	0	3,845	0
Tempo	4,014	3,993	4,077	12,743	28,387	31,486
L-M Division	12,252	11,765	10,571	35,250	98,052	83,803
Mercury Total	7,987	8,163	6,881	23,017	70,976	55,662
Lynx	1,396	1,562	1,337	4,107	12,639	10,833
Capri	237	823	365	988	3,834	2,947
Marquis	0	1,836	0	0	16,765	0
Sable	2,661	0	1,429	6,551	0	13,751
Cougar	2,421	2,809	2,436	7,279	23,011	17,720
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,272	1,133	1,314	4,092	9,994	10,411
Lincoln Total	4,265	3,602	3,690	12,233	27,076	28,141
Continental	476	643	410	1,364	4,908	3,264
Lincoln	3,201	2,551	2,767	9,177	19,178	21,115
Mark VI/VII	588	408	513	1,692	2,990	3,762
GENERAL MOTORS	97,143	102,138	96,571	289,165	780,485	715,805
Buick Total	14,778	19,164	13,800	41,882	150,750	113,988
Skylark (X-car)	0	2,277	0	0	18,863	0
Skyhawk	1,775	2,778	1,756	5,230	16,262	13,406
Somerset/Skylark	1,815	2,766	1,735	5,379	18,861	14,815
Century	3,776	4,578	3,739	11,946	34,436	37,442
Regal	780	1,575	735	1,515	17,369	5,614
Estate Wagon (rwd) ...	258	1,293	261	747	23,860	1,762
LeSabre	2,740	0	2,153	6,574	0	13,208
Riviera	854	1,515	357	1,601	9,930	3,075
Electra	2,780	2,382	3,064	8,890	11,169	24,666
Cadillac Total	6,090	8,111	6,016	19,043	60,923	44,935
Cimarron	435	600	423	1,397	4,137	3,222
Seville	370	993	258	922	6,765	2,016
Eldorado	530	1,755	371	1,307	12,379	2,859
Cadillac (rwd)	2,040	921	1,941	5,941	9,193	10,768
DeVille (fwd)	2,715	3,842	3,023	9,476	28,449	26,070
Chevrolet Total	29,966	37,610	30,585	93,686	278,415	243,882
Chevette	2,560	3,629	2,514	7,663	25,360	19,372
Cavalier	9,555	9,452	9,653	28,607	74,464	70,364
Celebrity	5,934	6,303	6,298	19,435	44,249	45,725
Camaro	4,965	4,838	5,075	15,040	36,137	36,745
Citation	0	1,769	0	0	12,513	0
Monte Carlo	2,300	3,818	2,374	7,191	22,581	19,037
Chevrolet	3,852	6,790	3,770	13,725	57,220	50,614
Corvette	800	1,011	901	2,025	5,891	2,025
Oldsmobile Total	27,843	23,877	27,268	77,847	193,728	182,852
Firenza	1,075	735	1,035	3,227	11,054	7,618
Cutlass Supreme	5,850	3,782	5,868	13,891	29,453	33,950
Cuttass Ciera	6,793	6,961	7,065	21,124	59,798	51,773
88 (rwd)	480	4,674	444	1,364	41,275	4,267
88 (fwd)	6,960	0	6,488	18,608	0	37,094
Olds 98	2,950	3,288	2,827	8,679	21,219	22,420
Calais	3,385	3,434	3,286	10,058	23,500	23,775
Toronado	350	1,003	255	896	7,429	1,955
Pontiac Total	18,466	13,376	18,902	56,707	96,669	130,148
Acadian**	0	262	482	912	1,644	1,882
2000 Sunbird	2,791	3,092	2,910	8,736	21,990	21,298
1000	845	739	1,037	2,568	5,144	5,159
Firebird	2,655	2,586	2,724	8,062	19,435	19,675
6000	3,605	577	3,484	11,060	3,336	23,100
Parisienne	1,770	1,755	1,794	5,327	11,879	15,058
Fiero	2,400	2,376	2,402	7,205	16,400	11,928
Grand Am	4,400	1,989	4,069	12,837	16,841	32,048
HONDA	3,750	3,555	3,783	11,327	23,852	27,621
NISSAN	1,804	0	1,787	5,387	0	14,287
NUMMI*	2,970	40	2,970	8,910	105	17,980
VOLKSWAGEN	1,700	1,934	1,744	4,912	14,913	12,111
Total Cars, U.S.	177,621	169,617	170,667	522,217	1,297,682	1,279,102
Total Cars, Canada	23,165	19,611	21,275	64,454	150,418	151,658
N. American Cars	200,786	189,228	191,942	586,671	1,443,100	1,430,760
N. American Trucks ...	92,616	88,668	90,631	274,142	635,216	667,605
North American Cars and Trucks	293,402	277,896	282,573	860,813	2,083,316	2,098,365

*-Revised estimate. **-All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto makers schedule best week this year

By Kathy Boyer
Detroit Reporter

Scheduled domestic auto production last week was the highest of any week this year.

The total of 177,621 cars topped the previous peak of 177,528 for the week ended Jan. 25.

Last week's estimate was 4.07 percent more than the previous week's 170,667 and 4.72 percent more than the year-ago week's 169,617.

So far this year, 1,279,102 cars have been assembled, 1.43 percent below the 1,297,682 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 54.69 percent; Ford Motor Co., 21.73 percent; Chrysler Corp., 16.55 percent; Honda of America Mfg. Co., 2.11 percent; New United Motor Mfg., Inc., 1.67 percent; American Motors, 1.27 percent; Nissan Motor Mfg. Co., U.S.A., 1.02 percent, and Volkswagen of America, 0.96 percent.

After being idle for several weeks for inventory adjustment, AMC's Kenosha plant resumed production Feb. 17.

Ford slated overtime Saturday (Feb. 22) at its plants in Wayne, Mich.; Wixom, Mich., and Kansas City.

Chrysler scheduled Saturday overtime at its St. Louis (No. 2) and Jefferson (Detroit) plants.

Daily overtime this week (Feb. 24) is slated at Chrysler's Belvidere (Ill.) and Newark (Del.) plants.

Canadian output moves past 1985

Year-to-date output by Canadian car and truck makers has surpassed last year's production for the first time.

So far this year, 151,658 cars have been built, 0.82 percent more than the 150,418 completed last year at this point.

The truck makers' year-to-date total of 138,871 is 2.04 percent more than the 136,095 assembled at this time last year.

Last week's scheduled build of 23,165 cars was the highest of any week since the 26,733 completed the week ended Dec. 14.

The targeted auto output last week was 8.88 percent more than the previous week's 21,275 and 18.12 percent more than the year-ago week's 19,611.

Estimated production of 19,197 trucks last week was the highest since the week ended Dec. 7 when 19,256 were produced.

Last week's truck build was 1.34 percent more than the previous week's 18,943 and 2.23 percent above the year-ago week's 18,778.

Truck output reaches 1986 peak

Scheduling their best weekly build so far this year, U.S. truck makers last week pulled farther ahead of 1985 production.

Last week's scheduled output of 73,419 trucks was the highest since the 74,162 completed the week ended Dec. 21, 1985.

Year-to-date, 528,734 trucks have been assembled, 5.93 percent more than the 499,121 built last year at this point. The lead 4.65 percent a week earlier.

Last week's targeted production was 2.41 percent more than the previous week's 71,688 and 5.05 percent better than the year-ago week's 69,890.

General Motors scheduled Saturday (Feb. 22) overtime at the following plants: Flint (Nos. 1 and 2); Janesville, Wis., and Lordstown, Ohio.

Ford slated overtime Saturday at its Twin Cities and St. Louis plants.

CANADIAN CAR	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
AMERICAN MOTORS	0	0	0	0	1,534	1,200
FORD MOTOR	11,655	11,125	11,231	33,048	82,916	82,882
GENERAL MOTORS	11,330	8,306	9,819	30,776	64,303	65,984
VOLVO	180	180	225	630	1,665	1,592
Total Cars, Canada	23,165	19,611	21,275	64,454	150,418	151,658

U.S. TRUCK☆	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
CHEVROLET	24,942	22,547	25,177	75,025	170,781	185,226
DODGE	0	4,169	0	0	29,397	0
FORD	30,531	25,787	29,279	89,869	172,191	216,827
GMC	7,799	7,020	7,231	23,084	50,546	55,574
NAVISTAR	1,495	1,637	1,489	4,474	11,080	10,932
JEEP	4,250	4,400	4,299	12,006	30,226	35,271
NISSAN	1,952	2,560	1,763	5,282	18,560	7,932
AM GENERAL	50	50	50	150	380	372
MISCELLANEOUS	2,400	1,720	2,400	7,200	15,960	16,600
Total Trucks, U.S.	73,419	69,890	71,688	217,090	499,121	528,734

CANADIAN TRUCK	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
CHRYSLER	9,080	8,694	8,813	26,992	62,534	66,566
FORD	3,581	3,624	3,582	10,394	26,489	25,963
GENERAL MOTORS	6,336	6,219	6,368	19,120	45,387	45,060
NAVISTAR	200	241	180	546	1,685	1,282
Total Trucks, Canada .	19,197	18,778	18,943	57,052	136,095	138,871
N. American Trucks ...	92,616	88,668	90,631	274,142	635,216	667,605

☆-Includes window van production. * - Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.